Subject: CCA Delivers: Housing Committee, Downtown News Icons and more
From: "Central City Association" <toh@ccala.org>
Date: 11/16/17, 3:01 PM
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CCA Delivers

November 16, 2017
CCALA.org

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CCA EVENTS & COMMITTEES

Friday, 11/17, 11 am - 2 pm
Women's Networking Event
Kendra Scott at the Point

Saturday, 11/18, 8 am
CCA Team Page for United Way HomeWalk

Wednesday, 11/29 8:30 am - 10 am
DTLA 2030 Committee

Tuesday, 12/5, 5:30 pm - 8 pm
Holiday Party
Millennium Biltmore

MEMBER EVENTS

Wednesday, 11/15 - Sunday, 11/19
LaCoMotion
(Use this link for a 30% savings for CCA members)

Thursday, 11/30 6 pm - 8 pm
Sister Cities of LA Event Honoring Ambassador Hachigian

Thursday, 11/30, 6 pm - 10 pm
Skid Row Housing Trust - Trust in Sound Benefit

Thursday, 12/6
USC Gould School of Law - Institute for Corporate Counsel

Lightstone's Fig + Pico Project

Housing, Land Use and Development Committee

This week at CCA's Housing, Land Use and Development Committee, members heard about two proposed new developments in South Park and Arts District and received an update on Our LA 2040.

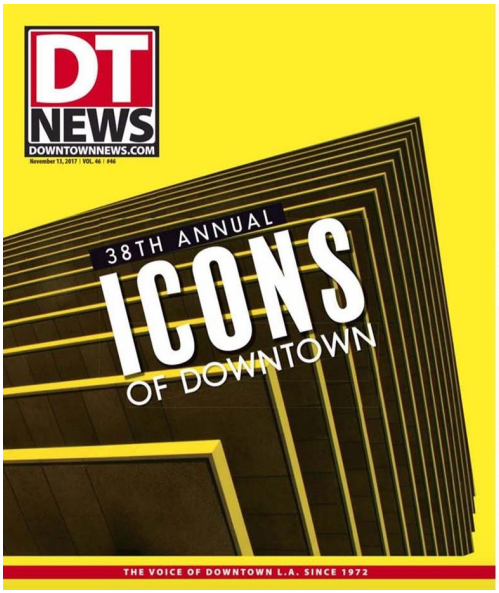
- **Lightstone**'s project at Figueroa and Pico will provide up to 1,162 guest rooms and more than 13,000 square feet of retail/restaurant space in three hotel towers located directly adjacent to Metro's Pico Station. The development is also located immediately to the east of the LA Convention Center, making it an ideal site for additional hotel rooms to serve our city's growing convention business. CCA members voted to support this project.
- We also learned about **AvalonBay Communities**' new development in the Arts District located at 668 Alameda Street. The project as proposed will be a seven-story podium-type building consisting of 475 live/work units, residential amenities and just under 50,000 square feet of ground-floor retail space. Proposed commercial uses within the development include a grocery store, restaurants and artist production space. CCA members voted to support this project.
- City Planning provided the final presentation regarding OurLA2040. This is an update to the City's General Plan. OurLA2040 will result in a new 20-year citywide plan to be adopted in 2020 and will put into place policies to help create a more livable city. Los Angeles is expected to grow from just over 4 million people today to 4.6 million by 2040. Downtown will account for approximately 20% of that growth by adding approximately 125,000 new residents by 2040.

Regional Connector

The Regional Connector will begin modifying traffic lanes in preparation for the 6th Street closure removal between Figueroa and Hope Streets, and the southbound I-110 off-ramp. Re-striping will take place on Friday, November 17, from 7 am to 7 pm and Saturday, November 18, from 6 am to 9 pm. Activities include lane striping and signal modifications, removing of k-rail, sound walls and traffic signage. Pedestrian access will be maintained at all times, and access to driveways will be maintained during work hours.

Eastbound 6th Street thru traffic will be detoured to southbound Bixel Street to eastbound 7th Street to Olive Street, back to 6th Street. For more information, click here.

Martha Saucedo: LA Downtown News Icon



Martha Saucedo, AEG's Executive Vice President of External Affairs, has been named a Downtown Icon by the **LA Downtown News**.

Martha Saucedo served as Chair of CCA's Board of Directors from 2016-2017. Under her leadership, CCA expanded its role as the leading business advocate and coalition builder on issues that matter most to DTLA.
During her two years as Chair, Saucedo worked closely with CCA members and staff to redefine the organization's vision for the future and establish a framework to develop new priorities to guide CCA's advocacy work. She also helped launch a long-term strategic plan for the organization's advocacy, influence and engagement work.
Martha oversaw the executive search efforts to hire a new President & CEO for the organization and also worked to bring a greater diversity of voices to CCA's Board of Directors by adding seven new members from the broader Downtown community.

Click here to read more.

Sustain LA County Kick-Off Event

This morning, the Los Angeles County Chief Sustainability Office convened community organizations, NGOs, elected officials and other thought leaders for a conversation to help shape their vision for the region's first comprehensive sustainability plan. Major areas for visioning included housing, energy, resource recovery, open space & recreation, habitat, biodiversity, water, land use & transportation, economy & workforce development, climate and air quality. For more information about the Office's efforts and to give your feedback during their planning process, click here.

CCA Newsletter

Our fall newsletter hit mailboxes this week. You can also check out the digital version here. This issue features photos and stories on the following topics:

- Tourism Panel & Showcase: Welcome to LA
- Congressman Jimmy Gomez Visits DTLA
- Senate Bill 384
- Elected Officials Reception
- Transportation Panel & Showcase: Downtown Mobility in the Digital Age
- Executive Committee Meeting Recaps
- CCA Member Profile: Millennium Biltmore

CCA IN THE NEWS

"[They] will enhance downtown's vibrancy by creating more jobs, adding housing units for our growing residential population and increasing the number of hotel rooms for tourists and convention attendees. These skyline-altering projects will attract new businesses, support retailers and entertainment venues and continue to build a strong downtown community." - **Jessica Lall, CCA**

CoStar, Downtown LA Mixed-Use Pipeline Booming, 11/8/17

CCA MEMBERS IN THE NEWS

"Our hotels have experienced such high occupancy - in fact, Airbnb is part of the accommodations infrastructure in LA because hotels don't have room." - **Ernest Wooden Jr.**, **LA Tourism & Convention Board**
"The industry is cyclical. But we don't go anywhere. We continue to pay taxes and good wages." - **Javier Cano**, **JW Marriott LA LIVE**
LA Business Journal, Do Hotels Have Room for Airbnb?, 11/13/17

"We are absolutely positioning ourselves to be a leader in the next generation of infrastructure. We're the largest transportation engineer in the world." - **Dan McQuade**, **AECOM**
Construction Dive, How AECOM is positioning itself to lead the next generation of infrastructure, 11/13/17

NEW MEMBERS

MAXXAM ENTERPRISES *Turning Insight Into Opportunity*

Maxxam Enterprises acquires, develops and manages a wide range of properties throughout the nation. With over 30 years of experience, the principals of Maxxam have built an impressive track record and a rich portfolio. They are one of the leading developers of projects in DTLA and have early roots in the Fashion District. (Contact: Michael Soroudi)

CROWN

Crown Group and **LF8 Real Estate Inc.** are leaders in property development, investment and management. They provide the insight and unsurpassed experience to create and manage residential and commercial complexes that continually redefine the parameters of innovation, quality, beauty and efficiency. (Contact: Lapchih Fan)

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Central City Association of Los Angeles

Enhancing DTLA's vibrancy and increasing investment in the region

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